To: 1200 - New York Region (SCULLYA)
From: *Kuruc, Nick*
Edited: 5/28/97 7:57
Subject: Salem Reintroduction

Dear Mark:

Listed below are my thoughts regarding the proposed Salem Reintroduction:

1. We should introduce both box styles in the 4th Quarter of 1997.

2. I agree with your proposed display payments of $10 for display and $15 for display + POS.

3. In heavy menthol stores Salem should be on the PCD and temporary if possible. In "regular" calls Salem should be on a temporary display.

4. Your DPC Program as outlined sounds more than sufficient. It's most important that a DPC Program for Salem covers all bases....wholesaler, retailer and ultimately the consumer.

5. Regarding quantities of "sniped Product"; the heavier the allocations the better.

6. POS; Provide kits (similar to those sent by PM to retailers) for retailers to place.

7. Other introduction ideas should include:

> Direct mail B1G1F or cents off coupons
> Consumer conversion effort by Reps when encountering a menthol smoker during normal coverage.

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Source: https://www.industrydocuments.ucsf.edu/docs/lfcp0000